

Global E-Cigarette & Vaporizer Market Analysis and Forecast by 2027

Global E-Cigarette & Vaporizer Market by product types (rechargeable e-cigarette, ego and tanks, personal vaporizers and mods and others): forecast to 2027

PUNE, MAHARASHTRA, INDIA, November 8, 2016 /EINPresswire.com/ -- [Global E-Cigarette & Vaporizer Market](#):

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Key Players:Altria Group, INC, Ballantyne Brands, LLC, British American Tobacco Plc (Bat), CB Distributors, Bull Smoke, INC, Cigavette, Clearette Electronic Cigarette Co, ”

Market Research Future

The Global [E-Cigarette & Vaporizer market](#) has been mainly driven by a flurry of activities mainly including Mergers & Acquisitions, Patent Warfare, and increasing customization in products. Additionally, the emergence of Vape shops is engaging more users through their extensive variety of products and improved assistance while shopping the preferred products.

However, the state and local government’s proposals to charge heavy taxes on e-cigarettes is emerging as a key challenge for the Global E-Cigarette & Vaporizer market. Also, the compatibility issues and the unfettered

manufacturing process in China are other restrictive factors in the e-cigarette market. The e-cigarette industry has come into limelight after 2012, when the tobacco giant Lorillard acquired the US based e-cigarette company, ‘Blu Ecigs’.

The market was then taken over by the top tobacco giants through a series of mergers & acquisitions which has brought immediate value to the fledgling market. The giants of tobacco companies has started competing aggressively by acquiring the top e-cigarettes brands and rolled out their own brands in the market with newer and advanced technological products. Furthermore, an overall non-uniformity of regulation and taxation policies has allowed large number of players to enter into the market.

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Key Players of E-Cigarette & Vaporizer Market:

- Altria Group, INC
- Ballantyne Brands, LLC
- British American Tobacco Plc (Bat)
- CB Distributors
- Cigavette
- Clearette Electronic Cigarette Co
- Cloudcig
- Gamucci Electronic Cigarettes
- Electronic Cigarettes International Group
- Eontem Ventures
- Bin Branding Group LLC

Market Segmentation:

For the purpose of this study, MRFR has segmented The Global E-Cigarette & Vaporizer Market into product type. On the basis of product type, the market is differentiated into disposable e-cigarette, rechargeable e-cigarette, ego and tanks, personal vaporizers and mods and others.

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